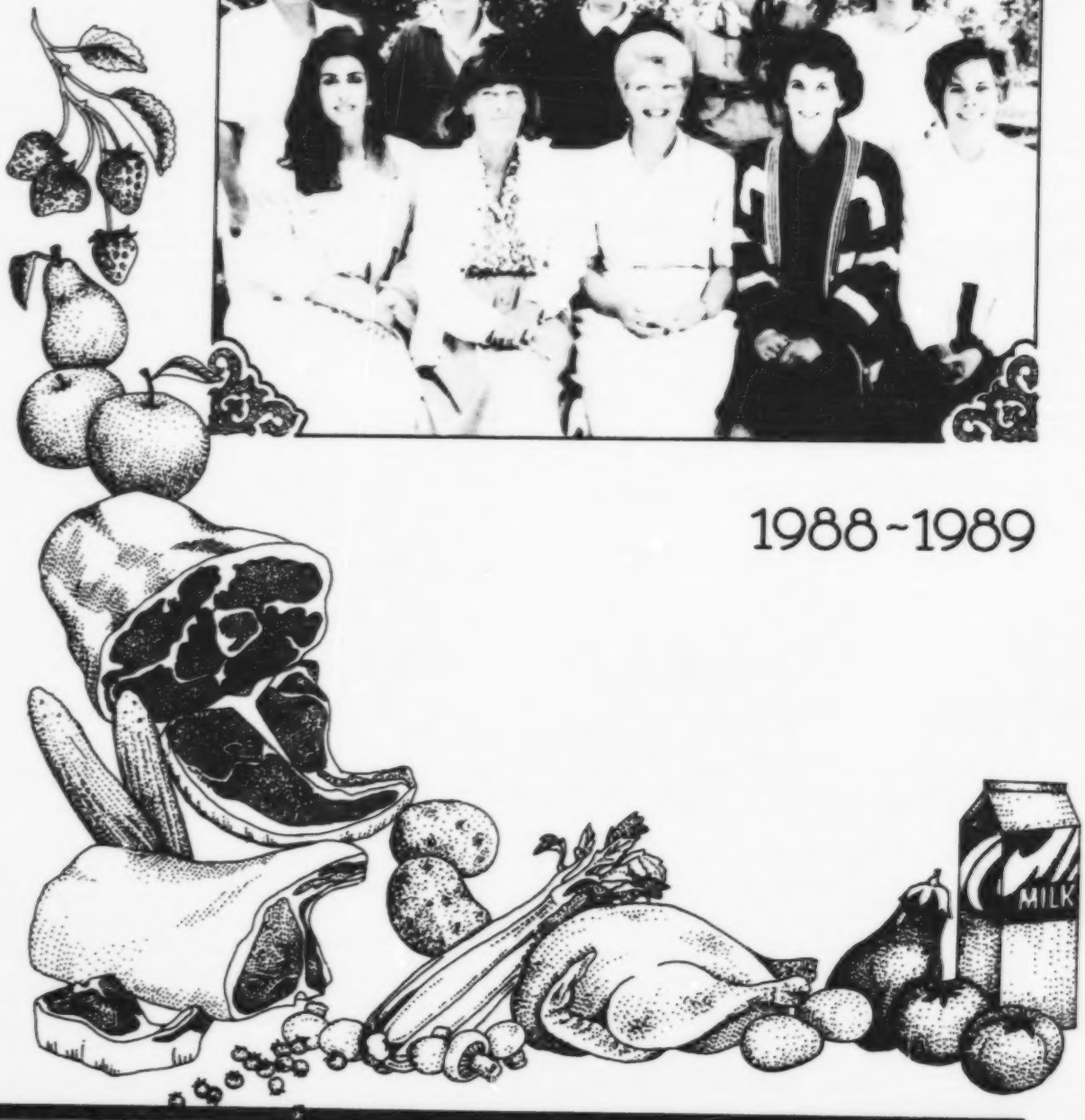
Nova Scotia
Department of
Agriculture and Marketing

Nova Scotia
Agri-Food Commodity Yearbook



1988-1989

NOVA SCOTIA AGRI-FOOD
COMMODITY YEARBOOK

1st Edition
1988-89

Cover Photo:
Back Row, left to right: Suzanne Corkum, Mary Elizabeth Stewart, Karen Cole, Phyllis Cipolla, Marianne MacDonald
Front Row, left to right: Patricia Mock, Bela Casson, Raylene Nash, Elaine Ells, Arleen Stevens
Missing: Dawn Dockrill, Sonya MacKillop

90-04922/

INTRODUCTION

The pages to follow include a brief snapshot of marketing and promotional initiatives undertaken by Nova Scotia's agri-food commodity boards and associations during 1988-89. The programs are many and varied and have provided our producers with many exciting opportunities for showcasing our quality agricultural products.

Nova Scotia's commodity boards and associations have provided consumers with useful and timely information regarding all aspects of our industry from production to plate. They have helped to encourage positive attitudes towards our food products and have protected and expanded the market for these products.

This first edition of the Nova Scotia Agri-Food Commodity Yearbook will provide a benchmark for future endeavors. It is our hope that all those affiliated with the agricultural industry will find it an enjoyable and enlightening read.

INDEX

	Page
Blueberry Producers Association of Nova Scotia	1
Pork Producers Marketing Board of Nova Scotia	2
BIC/Nova Scotia Cattlemen's Association	6
Nova Scotia Chicken Marketing Board	9
Nova Scotia Turkey Marketing Board	11
Nova Scotia Beekeepers Association	13
Strawberry Growers Association of Nova Scotia	14
Maple Producers Association of Nova Scotia	15
Vegetable and Potato Producers Association of Nova Scotia	18
Nova Scotia Egg & Pullet Producers Marketing Board	21
Nova Scotia Fruit Growers' Association	26
Sheep Producers Association of Nova Scotia	31

BLUEBERRY PRODUCERS ASSOCIATION OF NOVA SCOTIA

1988 - 1989
REPORT

The kiosk at the Nova Scotia/New Brunswick border is open for the tourist season each year. We have industry literature and a food sample as a welcome for tourists as they enter Nova Scotia. We serve a blueberry food sample at least five days a week, sometimes seven days a week (with enough help). During the fresh season we serve fresh blueberries or food made with the fresh blueberries.

Our Association initiates food sampling of blueberries at various supermarkets and tourist spots throughout the province each year. We co-operate with the Nova Scotia Department of Agriculture and Marketing for some of these events and more often for a restaurant (foodservice) promotion during the fresh fruit season.

We always have cook books, literature and brochures on hand to contribute to conventions and meetings or whereever necessary.

In 1988 the Blueberry Harvest Festival Committee staged the birth of the First Human Blueberry. This was held at the Amherst Centre Mall. There were 750 people present in blue shirts and carrying blue balloons. In 1989 the first birthday of the Human Blueberry will be held again in the parking lot at Amherst Centre Mall. This year, Fort McMurray, Alberta has issued a challenge to Amherst for the largest Human blueberry.

Over the years of 1988 - 89, we have issued a $10.00 coupon in the Home Economic teacher's guides in Nova scotia. This has been a successful blueberry campaign. If we can train our cooks of tomorrow to cook with blueberries, how can we lose?

In 1989 the Cumberland County Blueberry Harvest Festival will take place between August 11 and 21. There will be many activities such as boat races, triathalon, teddy bears picnic, blueberry teas, breakfasts, suppers, raking contests, etc.

In 1988 our industry people made trial shipments of fresh blueberries to Japan and Scotland. Our processors of frozen blueberries are themselves well established and agressive in the marketplace. Our fresh packers are just barely touching the tip of the iceberg and have a long way to go in establishing their markets.

- Raylene Nash

PORK PRODUCERS MARKETING BOARD OF NOVA SCOTIA

1988 - 1989
REPORT

The promotion activities within the pork industry for 1988-89 have proven to be exciting and encouraging within retail, food-service and consumer sectors. The year has certainly been a busy one and I believe promising.

I believe the image of Pork is on the rise. With the establishment of Canada Pork Incorporated in 1986 promoting Pork nationally with a unified focus across the country has made great strides in improving Pork's image. They have accomplished this by developing attractive and first quality promotion and merchandising materials. Their pig logo depicts style and quality.

Canada Pork's national retail and foodservice campaigns have pulled the country together in accomplishing similar goals. The pork industry has strongly supported the foodservice and retail sectors in staging fabulous promotions together with each province in recognizing the importance of the foodservice and retail sectors to the livelihood of the pork producers.

Nova Scotia staged two of these fabulous promotions in the past year together with Canada Pork. Both promotions had objectives in improving the image of pork as well as demonstrating its versatility. Both of these promotions have been directed toward the foodservice industry in the Maritimes.

The first was called "The Promise of Pork" held in September at the Sheraton Hotel in Halifax. The event was extended to Food & Beverage personnel, chefs, owners and managers of restaurants and hotels. In addition, meat representatives from retailers, media, industry, educational institutions were invited. The "Promise of Pork" was a gala, white glove affair. The Atlantic Provinces Culinary Team prepared the menu and the hot and cold presentations which added credibility and uniqueness to the event. At the same time the dinner raised funds for the team to travel to Frankfurt,West Germany. Canada Pork has strongly supported the foodservice industry financially and in providing quality merchandising material. I believe chefs often set the trends of tomorrow's consumer.

The second event was held in conjunction with APEX '89 - the Chairman's Reception and Dinner. The dinner was in the form of a reception and buffet offering eleven new pork products available to foodservice establishments. This dinner demonstrated the tremendous versatility of pork suitable for any style of establishment. This promotion provided great exposure for processors'new products. The promotion was a great success in terms of contacts made and publicity for the pork industry.

As every year, Maritime pork producers occupy a booth at the APEX show, fourth largest foodservice trade show in Canada. This year our booth carried the "EXPO PORK" theme presenting an exposition of new pork products in plate presentations and tastings. In addition, requests for Canada Pork's latest promotional materials were taken (i.e. technical meat chart, quantity recipes).

Maritime pork producers also staged a foodservice promotion with the Maritime Wandlyn Inn chain in February. The Wandlyn Inns featured in each location three to four new menu items during the month and a display. We offered merchandising materials such as napkins, after-pork mints, table tents, matches, consumer gift packs, etc. In addition, press releases appeared in a number of local communities, Maritime Food and Beverage Magazine and Canada Pork's Newsletter.

Other foodservice work included the Annual Restaurant and Meat Month. The promotion was organized primarily by the Nova Scotia Department of Agriculture and Marketing in combination with the meat commodities. The promotion includes a kick off reception and a number of merchandising materials. This year included an attractive "Eat Meat and Win Contest".

In correspondence with Canada Pork, two foodservice promotions were launched in Nova Scotia. "The Summertime Fun with Today's New Pork" was staged with the Delta Hotels and Canadian Airlines. As well, "The International Taste of Pork" was featured at two Sear's Country Inn Restaurants.

The retail trade is a very important component to Canada Pork's mandate. As a result, they have introduced two very successful National Pork Campaigns - Pork Steak and Ground Pork. The Pork Steak promotion is going into its third summer with attractive stickers, recipe pads and a technical marketing manual. Several tie-in flyer promotions have resulted from these National campaigns in the Maritimes. Ground Pork has been slow in that guidelines have not been set for the quality presented in the meat case. Canada Pork has supplied a quantity of recipe stickers for a small number of tie-in flyer promotions. As well a small number of in-store demonstrations have been coordinated to tie in with these promotions.

I have worked with Larsens Packers Ltd. in presenting a series of seminars in different areas of the province promoting local and national pork programs. These have been very successful and a tremendous learning experience for myself.

Together with Canada Pork's new and upgraded retail programs, this coming year promises to be a success. I hope to concentrate my efforts in this area to encourage new merchandising ideas

for retailers to take advantage of added profit potential. In addition, I plan to work closely with the packers and processors supporting and encouraging product development.

Consumers play the never ending role of the "consumer is always right". We direct and aim to please today's consumer with new products to meet their needs. We have promoted new pork products such as pork steak and ground pork at the following:

- in-store demonstrations
- tourist centres
- Atlantic Winter Fair
- Swing Into Spring 1989

In addition, general exhibits for consumer information have been organized for conference groups and general interest groups of a certain size. Such groups and conferences include:

- farm women's groups and conferences
- Nova Scotia Dietetic Association
- Nova Scotia Home Economics and Teacher's ASsociation
- Women's Institutes

To supplement our retail promotions certain media advertisements are placed such as:

- newspaper ads promoting N.S. pork or pork steak or ground pork
- radio ad campaign CHNS
- press releases re nutritional value of pork

As you can visualize we have not been sitting still, in fact, we have been down right busy as a typical Nova Scotian would say. It does not promise to slow down and that is great too. It is an exciting industry to be in.

- Marianne MacDonald

Valerie MacKinnon promoting "fresh ideas with Nova Scotia fruit and vegetables".

A member of the Nova Scotia Culinary Team showing off his pork creations at "The Promise of Pork" dinner - September '88.

Canada Pork's spectacular booth at APEX '89 organized by Marianne MacDonald, Nova Scotia Pork Producers.

BEEF INFORMATION CENTRE/NOVA SCOTIA CATTLEMEN'S ASSOCIATION

1988 - 1989
REPORT

The past year has been one of change for beef promotions in Nova Scotia. We've expanded our work in the retail sector and introduced a new food service program while maintaining our visibility in the traditional areas of consumer education, school programs, and producer liaison.

Expansion of our retail promotion has been interesting, to say the least! After years of trying to convince retail meat managers that specific promotional materials could increase their beef sales we finally saw results - so many results that we couldn't keep up. We now have stores looking for more material (recipe and cooking instruction stickers, rail cards, danglers, brochures, etc.)than we can supply. It's not a bad problem to have!

The Nova Scotia Cattlemen's Association and Beef Information Centre participated in APEX this year to kick-off our new food service promotional program. This was a successful endeavor despite the fact that our entire display collapsed prior to show opening - could have been worse - could have been after show opening!

We have begun distribution of our first food service newsletter through local distributor salespeople. This will be following by three other newsletters aimed at educating food service operators re the quality, nutritious beef produced by Canadians.

In the consumer education area, we have once again participated in the Atlantic Winter Fair, Swing Into Spring and Lifestyles Show. We have handled hundreds of consumer information requests using the Beef In formation Centre resource materials, including new brochures, BBQ Beef, Microwave Beef, and Canadian Beef - Experience the Quality. We have continued to provide topical, up-to-date information to media.

Our "Lookin' Good, Feelin' Good" Health Kit has become a popular resource in Health, Science, Phys Ed and Home Ec. classrooms. Most Nova Scotia junior and senior high schools now have at least one kit being used. An annual mail-out to Home Ec teachers, as well as participation in annual in-service days and conferences ensures that resources of the beef industry are readily available to teachers.

Nutrition is always an area of emphasis in beef promotion. This year we participated in a variety of Meat Month and Nutrition Month activities, many aimed at educating doctors, nurses, and

other health professionals, including dietitians, as to the nutritional qualities of beef. For example, a display was set up (in co-operation with pork and lamb reps) at a Heart Healthy Luncheon to emphasize the role of meat in a healthy, balanced diet. We also provided information to Diet Centres for a pilot program to incorporate beef in their diet. Requests such as these are not uncommon.

These are but a few of the many promotional activities conducted on behalf of the beef industry this year. In 1989-1990 we will see continued emphasis on retail, food service and nutrition programs as we strive to encourage increased use of our quality product.

- Mary Elizabeth Stewart

Mary Elizabeth Stewart promoting Maritime beef at the great new Beef Information Centre booth - APEX '89.

Dawn Dockrill putting the spotlight on Nova Scotia Chicken.

Graham Meek "Talking Turkey" at the APEX '89.

NOVA SCOTIA CHICKEN MARKETING BOARD

1988 - 1989
REPORT

CHNS CHICKEN RECIPE CONTEST

This contest ran for five weeks. Listeners were asked to send in their favourite chicken recipe.

A winner was chosen for each day, and once a week the person with the best recipe won a food processor. At the end of the five weeks, the five winners participated in a chicken cook-off at the Nova Scotia Institute of Technology. The winners cooked their own recipes which were judged by a panel of chefs. The person with the best recipe won a convection microwave oven. This contest was repeated again in March, 1989.

MAY - AMHERST BAR-B-QUE DEMONSTRATION

We demonstrated cooking chicken on a gas bar-b-que during a promotion at the Amherst Mall.

JULY

Displayed promotional material for the Womens Institute Conference in Truro.

AUGUST - DEMONSTRATION HISTORIC PROPERTIES, HALIFAX

Using the "Taste of Nova Scotia" booth, I gave out Chicken Salad samples and recipe material to tourists at Historic Properties.

OCTOBER - DISPLAY- REFRIGERATION SERVICES ENGINEERING SOCIETY

I set up a display of promotional material for guests attending a conference.

OCTOBER- HOME ECONOMICS CONFERENCE - TRURO

At this conference I had a display of recipes, poster, booklets and teaching units which could be used by the teachers throughout the province.

NOVEMBER- CHNS PRODUCT OF THE MONTH

Throughout November chicken advertisements were aired on the radio. Promotional material was placed in the leading grocery stores in the chicken display areas.

JANUARY - FEBRUARY CBC- Chicken Commercial Filming and Advertising

In January the CBC produced five 30 second chicken commercials. These covered boning a chicken breast, the versatility of chicken, microwave chicken, food handling and nutritional aspects of chicken. These commercials were shown during prime time throughout February. Viewers could send in for chicken recipe booklets. We felt this promotion was very successful.

MARCH - APEX - Restaurant Show - Halifax

This three day show was a promotional display for all people in the restaurant, motel, hotel trade. Our display consisted of a backdrop of signs and photography. Recipes for quantity cooking were available and throughout the show, the video of the CBC chicken commercials was shown.

Displayed also were three chicken dinners showing the versatility of chicken leg quarters.

MARCH - Chicken Cooking Demonstration- Pubnico

Each year the Lions Club in Pubnico raises money by selling tickets for an evening of prize give aways, along with a cooking demonstration. Prizes are donated by local businesses and a different commodity group is asked each year to demonstrate their product. This is a very well publicized evening and is well attended by the local residents. My demonstration consisted of cooking seven chicken dishes. These were then given away to people in the audience.

All these activities help to promote Nova Scotia Chicken and must be continued to keep Nova Scotians buying fresh local chicken rather than a cheaper imported product.

The Nova Scotia Chicken Producers are a strong independent group and deserve continued support.

- Dawn Dockrill

NOVA SCOTIA TURKEY MARKETING BOARD

1988 - 1989
REPORT

Our Objective: Introduction and promotion of fresh turkey parts by means of feature articles and the following activities:

Retail

Promotion was coordinated by a consultant in cooperation with the Marketing & Economics and Home Economics Branches.

- Promotion by way of a $10.00 rebate off the cost of turkey meat purchased for teaching purposes in the Home Economic Departments of schools was very successful with 50 out of 60 schools taking advantage of the program.

- In-stores - A student (consumer relation and nutrition) was employed by the Nova Scotia Turkey Marketing Board under the PEP program. She was put to excellent use in carrying out in-store demonstrations 3 days a week for 16 weeks. To minimize cost and maximize time we focused on 14 major stores in the Halifax/Dartmouth area. In follow-up interviews with the meat managers, all reported an increase in sales.

- Turkey on the Grill: For a ten week period in the summer months, the board cooperated with N.B. on a weekly draw of a gas bar-b-que for residents of the three Atlantic Provinces. Ballot forms were distributed through head office of the 3 major chains to all stores. Ads were placed.

Other Events

- A delightful reception was held in cooperation with the Nova Scotia Department of Agriculture and Marketing and other commodities for the 75th anniversary of WI in Truro, July 20, 1988. The ladies munched on a variety of delectables.

- The Sackville Christian Women's Club was entertained in December as part of their Christmas party with "Let's Talk Turkey". (and did we ever!!)

- In collaboration with the Nova Scotia Fruit Growers we promoted turkey and apples in 10 Metro stores November/ December. Beneficial for both, there will be a repeat performance this fall.

Foodservice

- APEX '89 was very successful. The Turkey booth featured schnitzel and ham flavoured turkey. Many requests of material and information followed.
- CTMA joined forces with the CDA to help stimulate interest in good nutrition (March '89). The nation wide promotion was enforced with an attractive pamphlet, TV ads, posters etc. With the assistance of the provincial dieticians.

Summing Up:

A good year, a first for store-wide availability of turkey parts, increase in sales, introduction of line of turkey products by ACA for foodservice, promoting nutrition with CDA, turkey talk with smaller groups.

- Bela Casson

NOVA SCOTIA BEEKEEPERS ASSOCIATION

1988 - 1989
REPORT

Much of the promotion-related work by the Nova Scotia Beekeepers Association in the past year has been devoted to the development of new point of sale material for use at trade shows, retail outlets, honey houses, and for general consumer use. These materials included:

A. A Nova Scotia Honey Poster
10,000 posters are being distributed within the province.

B. A Consumer Recipe Brochure
10,000 brochures contain buying, storing and recipe information

In addition, the Marketing and Economics Branch of the Nova Scotia Department of Agriculture and Marketing assisted in the development of a new logo for the association. The logo was used on the brochure and will hopefully be incorporated into the product labelling.

HONEY DISPLAYS

Gerry Smeltzer set up an attractive booth at the 1988 Apple Blossom Festival as part of the Apple Fest celebrations in Kentville's town centre. Recipe pamphlets, a children's story book, The Story of Honey, and samples of honey were given out to hundreds of visitors.

Gerry Smeltzer was also responsible for coordinating the honey display at the 1988 Atlantic Winter Fair in Halifax.

Nova Scotia Honey was featured in 2 different recipe booklets prepared by the Marketing Branch of the Nova Scotia Department of Agriculture and Marketing. One recipe booklet entitled "Entertaining with Nova Scotia's Best" was circulated to Women's Institute members at the 75th Anniversary WINS convention in Truro, July 1988.

The other booklet was handed out at the Swing Into Spring consumer show in March 1989. A display of honey products was set up and blueberry/honey muffins were sampled.

A honey display was part of Nova Scotia Department of Agriculture and Marketing's booth during Food Fair Atlantic '88. Creamed and liquid honey were served on crackers.

Where possible, honey will be promoted in conjunction with other Nova Scotia agri-food products.

- Laurie Thompson

STRAWBERRY GROWERS ASSOCIATION OF NOVA SCOTIA

1988 - 1989
REPORT

Our Objective: Increase of awareness and consumption of fresh and frozen strawberries.

Retail: Promotions were coordinated by a consultant in cooperation with the Marketing and Economics and Home Economics Branches.

Food/Lifestyle Shows:

We joined forces with other commodities and participated in "Swing Into Spring" '88 and '89 promoting frozen berries very successfully.

The Atlantic Winter Fair '88 worked along the same lines. For 4 days we smiled and sampled to a wide spectrum of consumers from children to seniors. We sold taste samples at .25¢ and were very well received. Strawberries were also sampled at the Women's Institute Convention in Truro (fresh) and the Cumberland Exhibition (frozen).

In-Store Demonstration

In collaboration with Milk Nova Scotia we sampled "Milk Shake Magic" in 7 stores throughout the province. Promotors were identified with help from the regional Home Economists. Very satisfactory approach - more to come.

Scotsburn included strawberries to promote their 1% milk at the Cumberland Exhibition.

Point Of Sale Material

Materials were distributed along with fresh berries to all Sobeys stores and through chain head offices. Requests were filled to U-picks, roadside stands and Farmers Markets. Press releases were sent to 20 provincial publications and Regional Home Economists in the fresh season and again before Christmas. Materials were also provided to Trebley Brokerage for a promotion blitz of frozen strawberry jam (Club House) and to General Foods for their Strawberry-Chocolate Fondue Program. Both companies displayed in the produce departments of stores throughout the province.

A good year - awareness and consumption was increased through various venues. Emphasis will be put on more co-operative promotion to maximize promotion dollars spent.

- Bela Casson

MAPLE PRODUCERS ASSOCIATION OF NOVA SCOTIA

1988 - 1989
REPORT

The Maple Producers Association of Nova Scotia has been very active in the past year with several new projects on the go and the promotion of the maple festival suppers. These activities are outlined below.

MAPLE CO-OP

Maple producers in the province have recognized the need for a more organized marketing system and to this end, have commissioned a study to determine the feasibility of setting up a maple syrup co-op. A final report is due the end of April and if the idea is feasible, the Association will seek membership in the Coop.

MARKET RESEARCH STUDY

In the past, promotional activities for maple syrup have centered around the annual maple syrup festivals. The festivals have dominated the funds avialable for maple promotion and as a result, a committee has been considering effective alternative projects and programs.

Shelley Manning, Market Research Analyst with the Nova Scotia Department of Agriculture and Marketing, developed a consumer oriented study to help answer some questions related to the marketing of maple syrup.

Results of a producer poll have been analyzed and will provide valuable information concerning current production, distribution, container size and price.

A recent consumer survey was conducted at various maple festival suppers in March and April of '89. Information from this survey will be compiled with the former study and hopefully provide some new directions for the maple industry in Nova Scotia.

PROMOTION ACTIVITIES

SWING INTO SPRING

The Maple Producers Association of Nova Scotia took part in the N.S.D.A.M. display at Swing Into Spring in 1988 and 1989. A Maple Leaf Milkshake and maple cream buds were sampled. Recipes, festival schedules and information regarding the production of maple syrup were also passed along to consumers.

WOMEN'S INSTITUTES OF NOVA SCOTIA

Nova Scotia agri-food groups hosted a food products' reception to help celebrate the 75th Anniversary of Women's Institutes in the province.

SEA SELL '89

This year, 200 maple buds travelled to the New England States aboard the MS Scotia Prince. The buds were enclosed in information kits which were distributed to conference planners, bus tour operators and travel agents.

MAPLE MANIA AT SKI WENTWORTH

A maple display, product sampling and industry information were a part of Maple Mania at Ski Wentworth in March '89.

The cafeteria featured maple menu specials including maple glazed chicken legs, maple blueberry muffins, maple apple crisp and pancakes with maple syrup.

PROMOTIONAL LITERATURE

Once again, the Maple Strup Festival's brochure was printed and distributed throughout Cumberland and Colchester Counties and in Halifax. A new maple placemat was developed for use at the suppers and for future foodservice promotions.

FOODSERVICE PROPOSAL

The groundwork has been laid for a maple foodservice promotion in 1990. Participating motels will reserve a block of rooms for the maple weekend and activities will include a bus tour to a sugar camp, a pancake luncheon, maple banquet, prizes and product displays at the participating hotels.

- Laurie Thompson

The Honourable George Archibald presenting a tray of Nature's favourite spring-time sweetener, maple cream, at the "Taste of Nova Scotia" kick-off - May '89.

"Taste of Nova Scotia" at the foodservice display.

VEGETABLE & POTATO PRODUCERS' ASSOCIATION ON NOVA SCOTIA

1988 - 1989
REPORT

FARM TOUR AT CHRISTENSEN'S FARM - Alma, Nova Scotia

This event was held August 28, 1988 and was the fourth farm tour in a series representing the vegetable industry with others being dairy, strawberry, and beef. The VPPA provided the services of a Home Economist and various printed materials for this event. She was kept busy at the market with a demonstration of different uses for various vegetables that were in season.

TASTE OF NOVA SCOTIA - Amherst Tourist Centre

On September 16 and 17, 1988 the tourist bureau in Amherst was the location for this event. Samples of our Cheesy Potato-Vegetable Soup were passed out along with brochures and recipe cards.

In all, there were 480, 50 mL samples handed out. There were many comments made about the soup from how good it was to the nutritious benefits. We might also note that it was a very cold and wet weekend and our choice of product was most appropriate for the event. Many people also commented on the brochures and how helpful they were, especially the one on locations of roadside markets which was made available through the Farm Fresh Marketing Association.

ATLANTIC WINTER FAIR - Halifax, Nova Scotia

This fair, in terms of the contact made with the public, has to be to this point in time the best promotional outing undertaken.

The public's "eyes" were not only opened, but ours as well as to the concerns and desires of the consumer.

At the exhibition the VPPA had a booth set up to hand out our promotional material as well as headed up other displays. There was a display of the carrot industry in the province, consisting of photographs of the planting, harvesting, and post-harvest handling, as well as background information.

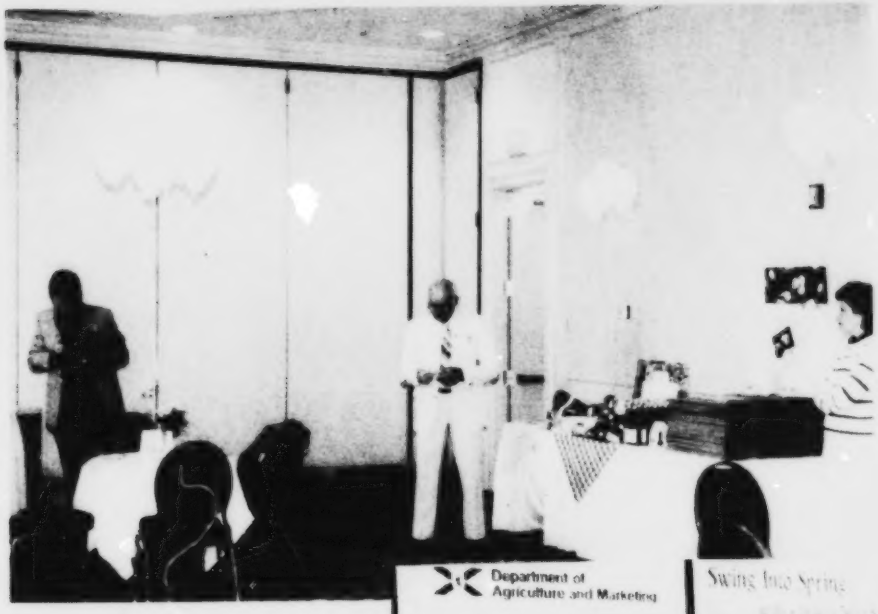
A display of fresh vegetables (locally grown) was set up by Sobey's Produce Manager from the Rockingham store. We had everything from Brussel Sprouts (which people thought were "baby cabbage" and kept asking us "how long does it take to grow into one of those big cabbage") to Watermelons. We really

had some crazy questions put to us.

The event ran two seperate weekends in October and towards the end of the second weekend our produce was not looking as healthy as our produce should but many people wanted to know where "this quality produce was being shipped in from" and were amazed to learn that it hadn't come down from Ontario at all but right from Nova Scotia farms.

I spent the full eight days there and by the time the Fair ended on Sunday afternoon, I didn't care if I ever saw another carrot for a long time. We were handing out samples of Marinated Carrot Salad and found with that a good conversation piece which naturally led into the vegetable industry as a whole.

- Sonya MacKillop



Karen Cole organizing the kick-off to the successful "veggie" campaign - Summer '88.

Swing Into Spring - with a "Taste of Nova Scotia" '88.

Bela Casson and Heather MacKenzie co-ordinating the Consumer Testing booth at Food Fair '88.

NOVA SCOTIA EGG & PULLET PRODUCERS MARKETING BOARD

1988 - 1989
REPORT

To motivate Nova Scotia consumers to increase egg consumption and to promote the positive attributes of eggs the Nova Scotia Egg and Pullet Producers Marketing Board has conducted the following activities in 1988.

Alex Baumann's Appearance

On January 24, 1988, the NSEPPMB brought Alex Baumann, Olympic gold medalist and spokesperson for the egg industry, to Halifax for a "Get Cracking" provincial swim meet and Lifestyles '88 show.

The "Get Cracking" provincial swim meet took place at Shearwater Recreation Centre. Alex's appearance consisted of a talk on goals and committment, a question and answer period, an in the pool stroke and swim demonstration and an autograph session.

The Egg Board donated prizes, supplied "Get Cracking" sweat suits for the officials, printed the cover of the program and printed posters to promote the meet.

Approximately 500 people attended the meet and we received newspaper coverage in the Chronicle Herald, the Mail Star and the Truro Daily News.

In the afternoon Alex attended the Lifestyles '88 Show at the Exhibition Park. Alex held an autograph session in the Swim Nova Scotia booth. We played Alex's video of winning the Gold in 1984 and had our egg commercials dubbed on the end of the tape.

The swim clubs produced a video of Alex's appearance at the "Get Cracking" swim meet and this too was played at the Lifestyles show.

The Egg Board was recognized as the sponsor for bringing Alex to Lifestyles '88 and we received great coverage. Alex's picture appeared on all printed material used to promote the show. Printed material included newspaper ads, grocery flyers and posters. Our Board's name appeared on all of this material.

Both of Alex's appearances were well attended and received a lot of publicity giving our Board a high profile with Nova Scotia swimmers and the general public.

July is Egg Month

For the third year in a row eggs and vegetables teamed up to create Veggies ... a fresh idea. Activities for the month included a kick off reception for foodservice operators and the press, foodservice promotions, a national retail promotion organized by the C.E.M.A., in-store demonstrations, print ads and television.

To kick off Egg Month we had a reception at the Halifax Sheraton. The theme was "Veggies". Five prominent chefs were invited to man chef stations and serve an egg and veggies dish to invited guests. Forty-five guests attended. Everyone received the C.E.M.A.'s foodservice kit, egg resources and a small bottle of our private label "July is Egg Month" wine as a thank you for attending the reception. A press kit was developed and sent out to all major radio and television stations along with breakfast or lunch.

The results of this promotion were: four foodservice operators did Egg Month promotions in their establishments and almost a full page of coverage in the Chronicle Herald and the Mail Star as well as coverage on several radio stations throughout Nova Scotia.

To support C.E.M.A.'s national retail promotion the Nova Scotia Board conducted eight in-store demonstrations in the Halifax/ Dartmouth area. Savoury Devilled Eggs and Creamy "Veggies" Dip were sampled to show consumers that eggs are versatile and an easy light summertime food.

To generate more interest we had draws for eight egg cookers. To promote the in-store demonstrations and to inform consumers that "July is Egg Month" we advertised in the Chronicle Herald, the Mail Star, Central Bulletin and the Telecaster. Consumers were asked to clip the ad and write to our board or bring the ad to the in-store demonstration to be eligible to win one of the eight egg cookers. Response to the newspaper ads was good at the retail level but we received little response from written entries.

To further complement "July is Egg Month" activities the Nova Scotia Board extended the C.E.M.A.'s television flight for five

weeks in the summer. Commercials were produced by the C.E.M.A. and targeted to Egg Month. The results of the summer campaign were: 85 % of the primary target group received the commercial message an average of 6.5 times over the duration of the campaign.

"Get Cracking" Future League

The N.S.E.P.P.M.B. was the major sponsor of four "Get Cracking" Future League swim meets. These meets are non-competitive for ages 10 and under. Instead of the emphasis being on winning it is placed on self improvement (eg. prizes for all swimmers who participate and prizes for the swimmers who beat their own record). Sponsorship consists of supplying posters and brochures to promote the meets, prizes and banners for the winning team.

Results of this program were: "Get Cracking" Future League banners are permanently hung in various pools throughout Nova Scotia, the brochure was distributed to 10,000 school children in Nova Scotia, the poster promoting the Future League was visible to the general public and coverage in several Nova Scotia newspapers including the Chronicle Herald and the Mail Star.

Multiple Sclerosis Society Read-a-Thon

This year we supplied the Multiple Sclerosis Society with 4,000 copies of the Amazing Egg activity booklet. The booklet was used as prizes for young readers who participated in the M.S. Read-a-Thon which is a fund raising project for the society.

Cholesterol in Perspective

To address health concerns about eggs and cholesterol the Nova Scotia Egg Board paid to have C.E.M.A.'s Cholesterol in Perspective brochure distributed to all physicians in the province. We received very favorable response to this program. Requests to date total approximately 6,500.

Women's Institute of Nova Scotia 75th Anniversary

The N.S.E.P.P.M.B. and eight other commodity groups in Nova Scotia hosted a reception for the Nova Scotia Women's Institute in celebration of their 75th anniversary. The Nova Scotia Department of Agriculture and Marketing printed a brochure featuring all the recipes that were given to all delegates.

Made Easy Series Video

Our Board supplied the N.S.D.A.M. Home Economists' offices with a copy of the Made Easy series video. These tapes will

be used when the Home Economists do presentations to various groups as they do quite often.

Promotional Shows Exhibited at in 1988

Lifestyles '88, Exhibition Park, Halifax, N.S., January 22 and 23.

ApEx '88, Moncton Arena/Coliseum, Moncton, N.B., March 13, 14 and 15.

Swing Into Spring, World Trade and Convention Centre, Halifax, N.S., March 25, 26 and 27

Cumberland County Exhibition, Oxford, N.S. September 1, 2 & 3.

Atlantic Winter Fair, Exhibition Park, Halifax, N.S. October 13, 14 and 15.

Conferences Exhibited at in 1988

Women's Institute of Nova Scotia 75th Convention, Truro, N.S. July 20.

Farm Women's Conference, Truro, N.S., November 3.

Nova Scotia Home Economics Conference, Truro, N.S., October 27 and 28.

In conclusion, 1988 has been an exciting year for the promoting of eggs in Nova Scotia. We initiated new programs and retired some old traditional programs. I look forward to our continued success in 1989.

- Karen Cole

Raylene Nash promoting bagels with wild blueberry topping at APEX '89.

Elaine Ells promoting apple beverages and other apple favorites at APEX '89.

Phyllis Cipolla and her assistant, Laeora Ryba, promoting Nova Scotia Lamb at APEX '89 - a first-time venture!

NOVA SCOTIA FRUIT GROWERS' ASSOCIATION

1988 - 1989
REPORT

Purpose: The purpose of this report is to outline and analyze the findings from the Nova Scotia Fruit Growers' Association 1988/89 apple in-store promotion campaign.

Background

Based on the success of the in-store promotion campaign carried out by the N.S. Fruit Growers' Association in 1987/88, a second campaign was planned for 1988/89. This second campaign commenced September 8, 1988 and ran until the end of March 1989, with 90 promotions completed.
There were no promotions in January this year, as the quality of apples was found inconsistent for this month last year and it tends to be a slower month for store traffic in general.
Areas covered in this year's campaign included: Halifax, Dartmouth, Bedford, Sackville, Hammond Plains, Spryfield, Truro, Windsor, Bridgewater, Sydney, Yarmouth, New Glasgow, Antigonish, Digby and Port Hawkesbury.

The emphasis of the promotion this yearwas helping consumers distinguish between varieties of N.S. apples by providing information on the qualities and uses of the most common varieties. To this end a new poster featuring a simple, easy to follow variety chart was developed over the summer to be placed in the produce departments of stores. To supplement the larger poster, small variety charts were printed to be given out to consumers, as well as a new recipe brochure with a more detailed variety chart and suggested N.S. varieties for each recipe included.

Promotions were usually carried out on Thursday, Friday and Saturday for five hours each day. Fresh apples were cut up to help familiarize customers with different varieties, and recipes using specific varieties were also sampled at some promotions. (i.e. Cortlands in salads, Gravensteins in apple sauce, etc.)
A free draw for our apple apron was carried out at each store.

Newspaper ads were placed in the Chronicle Herald and Mail Star for three weeks in September featuring Gravensteins, for three weeks in November featuring Cortlands and for three weeks in December featuring Turkey and Apples (combined promotion in December with Turkey Marketing Board.)

Reports were again filled out after each promotion - these forms were slightly different than last year.
Information from these reports have given us a basis to compile this report and that information will be used in the following analysis.

Analysis This analysis will cover many of the points listed on the Store Evaluation Sheet. To begin, there is still cause for concern regarding the number of stores that refrigerate their apples on display. Fifty one percent of the stores visited had no apples refrigerated, 24% had some apples refrigerated and 25% had all apples refrigerated. Since keeping apples cold is essential to maintaining quality, these figures are of importance. On a positive note, the percentage of stores having no refrigeration is down from 62% listed in last year's report.

Bulk Bagged - The number of stores carrying both bulk and bagged apples has also increased over last year with 71% providing both. The only month when more stores carried bagged apples only was February. This is a positive step as our 1986 consumer survey showed that consumers prefer to buy in bulk. However, to be truly effective the quality of the bulk N.S. apples must be high to compete with the imported varieties in bulk. Observations in stores, especially after Christmas, show that the quality of bulk N.S. apples was not always good.

Varieties - Nova Scotia Varieties were available by month as follows:

Sept. - Gravenstein, Jersey Mac, Astrachan, Vista Bella, Quinte, Portia, Bough Sweet, Early McIntosh.

Oct. - Gravenstein, McIntosh, Cortland and Golden Delicious appeared late in the month.

Nov. - Gravenstein, McIntosh, Cortland, Russet, Red Delicious and Golden Delicious.

Dec. - Cortland, McIntosh, Red Delicious, Golden Delicious, Russet. Gravenstein available in 2 stores,Spartan available in 1 store.

Feb. - Cortland, McIntosh, Red Delicious, Russet, Idared, Spartan. Spy and Empire available in 2 stores. Mutsu and Golden Delicious available in one store.

March - Cortland, McIntosh, Red Delicious, Russet, Spartan, Spy, Idared. Mutsu available in 2 stores. Empire, Kestral, Splendor, Bishop, Pippin and Cox Orange available in one store.

The presence of Idareds was noticeably lower in stores this year. They are often just found in bulk or baskets and often were not in stores at all. This was unfortunate as they had shown one of the highest increases in sales when we promoted them in the Spring of 1988.

Consumers are always receptive and responsive when unfamiliar varieties are promoted, such as the March '89 promotion at Ryan's IGA in Truro featuring Kestral, Splendor, Bishop Pippin and Cox Orange.

Poster — Forty-eight percent of the stores we visited had the new "Variety Show" apple poster up. This is up almost 10% over the number of stores displaying our poster last year and shows the increasing awareness on the retail level of our promotional materials. Posters were left in stores after our promotions and they were always used as part of our in-store display.

Quality — The quality of the apples in stores we visited is summarized by month below.

Sept. — Very good to excellent. Crisp and juicy. Some customers found apples small. The third week of September, bagged apples at IGA were found to have some bruising. The bulk apples were in excellent condition.

Oct. — Very good to excellent. Starting to find some Gravensteins getting soft. The majority of apples are firm with very few blemishes.

Nov. — Over all very good. Found Cortlands to be of lower quality than other varieties. Bruised and soft Cortlands showed up in IGA, Sobeys and Super Stores. Some soft Gravensteins. Other varieties in good condition.

Dec. — Most apples of very good quality, very little bruising or blemishes except for bagged Cortlands which again were bruised and soft at Sobeys and IGA.

Feb. — Good to very good. A few blemishes and bruises - some soft apples. Bulk apples tended to be more bruised than bagged in a number of stores.

March — Very good. Very little bruising or blemishes. Most are firm. Some Cortlands found to be soft.

Consumers - Consumer reaction to promotions was very positive. Many people were interested in our recipes and materials with our new Variety Chart being especially popular. We received a lot of comments that the variety chart was "a great idea" and would be very helpful to consumers in deciding which apples to purchase and use. Our display in the store and the representative there were also helpful in the purchasing decision. Promoters who worked for us last year and this year both commented that they found some consumers better educated about the N.S. varieties this year because of our promotional efforts last year, indicating our methods really did work.

Serving samples of apple recipes attracted people to our booth and gave them good ideas, but cutting up fresh apples may still be more effective in directly increasing sales.

In early March we received many questions from consumers regarding Alar. It was very opportune that we were in the stores to answer these concerns, and were able to reassure customers about the safety of Nova Scotia apples.

Increase in Sales

Most produce managers felt that there was a definite increase in sales due to our in-store promotions, but many were reluctant to give us an actual figure for that increase. They felt it was hard to judge accurately the increase from the promotion because of other influences such as time of month, price special on apples, etc.

Estimates of increases in sales ranged from 5% to 75% with an average increase of approximately 15%. Despite this difficulty in arriving at quantitative evidence of the promotion's success, produce staff certainly indicated that they felt the promotions were a good idea and were supportive of the effort.

Care should be taken in placing too much emphasis on the "percentage increase" figure as the only measurement of a promotion's success; as stated above there are doubts about the accuracy of such figures and other factors, such as good will with wholesalers/retailers and increased visibility and awareness among consumers are important benefits which are even harder to measure.

Conclusion:

Budget cuts forced an early end to the campaign which had been planned to extend into April. Financial restraints may also inhibit the ability to repeat such an ambitious promotional program in the fall of 1989. Though it may not be necessary to continue with such an extensive in-store promotion campaign as has been carried out for the past two years, it will be important to retain the contact that has been established with wholesalers, retailers and consumers.

Promotional activities lead to renewed consumer awareness and confidence, resulting in positive purchasing decisions, and these factors which will continue to be significant in the marketing of the end product of our orchards, Nova Scotia apples.

NEWFOUNDLAND PROMOTION

In addition to the Nova Scotia Campaign, a Newfoundland promotion was undertaken this past fall. This was done over two weekends from September 8 to September 17 and included 15 stores in the St. John's and Cornerbrook areas. The promotions were organized by the NSFGA and staffed by Demo Time of St. John's. Two quarter page ads were placed in the evening telegram (St. John's) during the promotions and there were very noticeable increases in sales of Nova Scotia Gravensteins. Stores reported increases in sales

averaging 43%.

Based on this success, another four promotions were carried out in St. John's from October 20 to 29. Again, stores reported increased sales, this time averaging 80%. These initial efforts seem to indicate that the Newfoundland market is very responsive to this type of promotion.

OTHER PROMOTIONAL ACTIVITIES IN 1989

Feb. 6 - 12

Commodity week at NSAC. We provided recipes for cafeteria staff, posters to put up in cafeteria and brochures to give out to students. Cafeteria used apple recipes on menu.

March 5 - 7

Apex '89 at Exhibition Park, Halifax. Featured apple drink recipes in our booth at this foodservice trade show. Gave out samples of apple cider and apple juice drink recipes, featured on our drink sheets. Also gave away fresh apples (Empire, Idared and McIntosh) and provided information on apples. Answered many questions regarding Alar.

March 31 - April 2

Swing Into Spring, Food and Lifestyle Show in support of the Dalhousie Medical Research Foundation at the World Trade and Convention Centre in Halifax. We were a participant in the Nova Scotia Department of Agriculture's booth where we served a Pork and Apple Salad in co-operation with the N.S. Pork Producers Marketing Board and gave out apple recipe brochures.

- Elaine Ells

SHEEP PRODUCERS ASSOCIATION OF NOVA SCOTIA

1988 - 1989
REPORT

For starters we are pleased that SPANS has acquired a new logo, a first for the organization. It was not chosen without considerable agonizing on the part of the selection committee. One of the local producers suggested it resembled one of his lambs enroute to market ... a disgruntled expression but definitely not stressful.

The foodservice market in Canada has shown a heretofore unrealized potential for lamb on their menus.
With that end in view, SPANS aimed their promotional thrust toward that market.

The highlight of the year was the participation of SPANS at APEX for the first time. Our presence allowed us to acquire excellent contacts for the future, the opportunity to discuss with many foodservice operators the feasibility of adding lamb to their menus and general assistance to those who presently include lamb in their planning. A few direct sales were negotiated on the spot (not necessarily in the booth) all of which was a definite plus for future lamb marketing.

A phone survey was conducted to describe the purchase and usage patterns of lamb by a pre-selected group (120) of Nova Scotia commercial foodservice establishments. The results showed approximately 51% used lamb in their operations, 35% of those on a regular basis, the rest on special ocassions. A relatively high number was not using lamb simply because they had never considered it an option. The expense and seemingly unimaginative methods of preparation was a deterrent for many. Surprisingly only one respondent reiterated the old fallacy "We don't have ethnics here so I can't sell lamb". Many requested information and assistance with menu suggestions and preparation techniques. For several their express need was so pressing they invited a food specialist in their kitchens to assist in preparation demonstrations.

As in past years the involvement of lamb promotion during Meat and Restaurant Month was worthwhile. It introduced lamb to many foodservice operators and slowly the market is expanding. This is the best avenue so far for introduction and cooperation between producer wholesaler and foodservice operator. The cajun lamb curry served at the kick off reception was such a hot item it didn't remain in the pot for long!

From the consumer side of promotion, the selling of samples at the Atlantic Winter Fair was an excellent innovation. Not only did it defray some of the expenses but it doubled, at least, the consumer contacts. Next year plans will be made to

double the product for samples as never before has a lamb stew been extended as it was last year.

The "Swing Into Spring" - a metro food, wine and lifestyle show provides a showcase for lamb promotion to the consumer who is looking for an upscale product. Often they find lamb provides that little something that is exotic and different for their at home entertaining.

An information booklet featuring tested recipes of fresh Nova Scotia lamb is ready for printing. This is not considered an event for most commodities but is is the first booklet printed in the Atlantic Provinces featuring lamb. If finances permit, the cover will present real people in living color. Another first with the assistance of Nova Scotia Department of Agriculture and Marketing (courtesy of Sheila Ferguson).

Promoting lamb is always an exciting challenge. One of the constant challenges is convincing the consumer that the high quality of fresh Nova Scotia lamb merits its higher price tag compared to the considerably lower priced frozen products from other countries. As fresh chilled New Zealand lamb becomes increasingly plentiful on the market, there will be an even greater hurdle to overcome.

A suggestion for a future foodservice promotion is to develop an in depth promotional assistance program with several restaurateurs in different locals of Nova Scotia. From observing menus across the province it is evident that certain menu selections catchon with the public and then the "copy cat" effect takes over. In the future a menu featuring lamb curry or lamb kebobs may be as familiar as prime rib.

Here's to the future.

- Phyllis Cipolla